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## TV anchor is ‘motivated’ to take career in new direction

**San Antonio Business Journal - by [Andi Rodriguez](#)**

This week, after 11 years, FOX/KABB-TV’s Cynthia Lee bids adieu to the anchor desk and blazes a trail in a new direction. The award-winning Lee is launching her own show titled “Motah’d Kids.” Slang for “motivate,” “Motah” is actually a multi-tiered effort consisting of a television pilot, Web site, blog and on-line magazine demonstrating how “ordinary kids do extraordinary things.”

“We’re focusing on a younger demo,” Lee says. “Motah is actually an entire movement, designed to bring more positive, real kid achievements to television and the Internet. It’s gratifying to tell a story, knowing that it might inspire and motivate someone else.”

Lee is genuine in her gratitude for the opportunity she received at FOX. She chose not to renew her contract, with the support of management.

“This is a dream I’ve had for quite a while and I needed to focus,” Lee says. “I know this is where I’m meant to be, using my talents to help people, especially kids.”

Lee, who is currently pitching the recently completed “Motah’d Kids” television pilot to major networks, is now focusing on the Motah Web site, live for just over a month and already garnering nearly 350,000 hits worldwide.

“The Web site ([www.motah.us](http://www.motah.us)) is a companion to the TV pilot and acts as our database for finding kids to showcase,” Lee says. “Any child or adult can post a positive story about themselves or someone else.”

Lee is amazed with the current momentum, bolstered by word of mouth and social media. A genuine marketing campaign is launching in the next several weeks along with an e-magazine slated to hit 600,000 households.

Naysayers might question the wisdom of leaving a prestigious, stable job at a time like this, but Lee is unfailing in her optimism. “I did a lot of research on the concept — and just starting a business in general, asking everyone I knew for advice ... if my concept was solid,” she says.

Despite the economic climate, Lee is confident about Motah’s potential. “Now, more than ever, we all need positive stories to keep us going,” she says.